

Message Text

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ACTION ARA-14

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TO USDOC WASHDC
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UNCLAS MEXICO 06190

E.O. 11652: N/A
TAGS: BEXP, MX
SUBJECT: MARKETING OF BEER

REF: A) USDOC 5904, B)MEXICO 5667, C)MEXICO 5972

1. EMBASSY CONFIRMS THAT EFFECTIVE JANUARY 1, 1978 PRIOR IMPORTING LICENSING REQUIREMENT WAS REMOVED FOR BEER, AND MEXICAN IMPORT DUTY ON BEER INCREASED TO 100 PERCENT AD VALOREM. USDOC SHOULD BEAR IN MIND, HOWEVER, THAT MEXICAN CUSTOMS AUTHORITIES MAKE TWO CALCULATIONS IN DETERMINING IMPORT DUTY, AND THE CALCULATION RESULTING IN THE GREATER CUSTOMS REVENUE IS THE ONE THAT APPLIES. REFTEL C PROVIDES DETAILS OF MEXICAN IMPORT DUTIES AND OTHER FEES PAYABLE ON IMPORTS.

2. FOR CALCULATION OF IMPORT DUTIES UNDER THE "OFFICIAL PRICE" SYSTEM (DESCRIBED IN REFTEL C), BEER CARRIES AN OFFICIAL PRICE OF 19 PESOS PER GROSS KILOGRAM, WHICH INCLUDES WEIGHT OF BEER, CONTAINER (CAN OR BOTTLE), PLUS CARTON OR OUTER PACKAGING.

3. IN ADDITION TO IMPORT DUTIES AND FEES, IMPORTS OF CERTAIN TYPES OF SO-CALLED "LUXURY GOODS" MUST PAY AN ADDITIONAL FEE FOR MEXICAN EXPORT PROMOTION UNDER THE "INTERCAMBIO COMPENSADO" (BARTER AND TRADE AGREEMENT)
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SYSTEM. THIS SYSTEM IS DESCRIBED IN REFTEL B. UNDER THIS SYSTEM, IMPORTED ALCOHOLIC BEVERAGES (INCLUDING BEER) ARE SUBJECT TO A 17 PERCENT FEE. HOWEVER, AS NOTED IN REFTEL B, THERE APPEARS SOME CONFUSION AS TO WHETHER BEER AND OTHER LIBERALIZED ALCOHOLIC BEVERAGES (THOSE NO LONGER REQUIRING PRIOR IMPORT PERMITS) REMAIN SUBJECT TO THIS FEE. EMBASSY IS CONTINUING TO RESEARCH THIS POINT, AND

WILL INFORM USDOC AS SOON AS THIS QUESTION IS RESOLVED.

4. THERE ARE NO RPT NO ANNUAL QUOTA ALOCATIONS FOR BEER IMPORTS, INASMUCH AS THIS COMMODITY HAS BEEN LIBERALIZED.

5. MEXICAN DOMESTIC BEER PRODUCERS MUST PAY FEDERAL BEER TAX OF 1.75 PESOS PER LITER, PLUS SIX PERCENT OF GROSS BEER SALES. HOWEVER, ACCORDING TO GOM OFFICIAL, THESE TAXES APPLY ONLY TO DOMESTICALLY PRODUCED BEER, AND NOT RPT NOT TO IMPORTED BEER.

6. PRIOR TO SALE IN MEXICO, IMPORTED BEER MUST BE REGISTERED WITH GOM SECRETARIA DE SALUBRIDAD Y ASISTENCIA (HEALTH MINISTRY). REGISTRATION REQUIREMENTS INCLUDE (IN THE CASE OF US BEER) A SO-CALLED "CERTIFICATE OF FREE SALE" CERTIFYING THAT BEER FOR WHICH REGISTRATION APPLICATION BEING MADE HAS BEEN ACCEPTED OR APPROVED BY US FDA FOR SALE IN THE US. APPLICANT MUST ALSO PRESENT LETTER FROM US BEER PRODUCER AUTHORIZING HIM TO DISTRIBUTE THIS BEER IN MEXICO. DETAILED INFORMATION CONCERNING REGISTRATION REQUIREMENTS MAY BE OBTAINED FROM: ING. BENJAMIN MONTIEL, REGISTRO DE ALIMENTOS Y BEBIDAS, SECRETARIA DE SALUBRIDAD Y ASISTENCIA, LIVERPOOL #80, ESQUINA HAVRE, COLONIA JUAREZ, MEXICO 6, D. F.
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LUCEY

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